

Ten Great Concepts In Copying

JULY 80

A Look At Xerox Copiers Today

XEROX

660

2300

2600

3100

(→ 125 books)

3100 LDC

books & large stuff

3107

... with reduction ...

3109

3300

3400

3450

Xerox Service and Supplies

Xerox 660

For Desktop Versatility With Bottom-Line Economy

Versatility is yours to command with the Xerox 660 copier. Why? Because it delivers crisply imaged copies from practically any original, on pre-cut sheets of ordinary, unsensitized paper. And *that* advantage means *extraordinary* flexibility in copying, because you can use a variety of paper sizes, weights and colors to add new impact and utility to your graphic communications.

- »Copies arrive at the rate of 11 per minute.
- »Accepts letter and legal-size throughput stock: 9 to 32 lb. weights; plain, colored, or preprinted; forms or letterhead; mailing labels and transparencies, too.
- »Input originals can range in size from 5½" x 5½" (or smaller, using the document carrier) to 8½" x 14" (maximum image area is 8½" x 13½").
- »Originals may be stream-fed to boost productivity.

Compact, reliable and easy to operate, the 660 fits comfortably into your office *and* your budget!



660

2300

2600

3100

(→ fees books)

3100 LDC

books & large stuff

3107

... with reduction ...

3109

Xerox 660

For Desktop Versatility With Bottom-Line Economy

Versatility is yours to command with the Xerox 660 copier. Why? Because it delivers crisply imaged copies from practically any original, on pre-cut sheets of ordinary, unsensitized paper. And *that* advantage means *extraordinary* flexibility in copying, because you can use a variety of paper sizes, weights and colors to add new impact and utility to your graphic communications.

- »Copies arrive at the rate of 11 per minute.
- »Accepts letter and legal-size throughput stock: 9 to 32 lb. weights; plain, colored, or preprinted; forms or letterhead; mailing labels and transparencies, too.
- »Input originals can range in size from 5½" x 5½" (or smaller, using the document carrier) to 8½" x 14" (maximum image area is 8½" x 13½").
- »Originals may be stream-fed to boost productivity.

Compact, reliable and easy to operate, the 660 fits comfortably into your office *and* your budget!

Xerox 2300

Copying Takes A Giant Step Smallward

The compact new Xerox 2300 copier was designed specifically for the small office or small business that doesn't do a lot of copying, but *does* need its own copier . . . a versatile and dependable copier, *sensibly* priced.

- » Your first copy appears in 6 seconds, the rest at a rate of 10 per minute.
- » Outstanding copy quality, with the convenience of a Contrast Control switch.
- » Handy single-tray paperfeeding; accepts sizes from 5½" x 8½" statement paper to 8½" x 14" legal size *without adjustments*; color stocks, letterhead, mailing labels and transparencies, too.
- » Accepts input originals up to 8½" x 14", including photographs, paste-ups and bound volumes.
- » Quantity Selector can be dialed from 1 to 15; automatically returns to 1 after the job.

All together, you get a lot for a little with the Xerox 2300: a giant step "smallward" because it represents a world of copier know-how, neatly packed into an affordable desktop copier that occupies *less than half a desktop*.



2300

2600

3100

(→ fees books)

3100 LDC

books & large stuff

3107

... with reduction ...

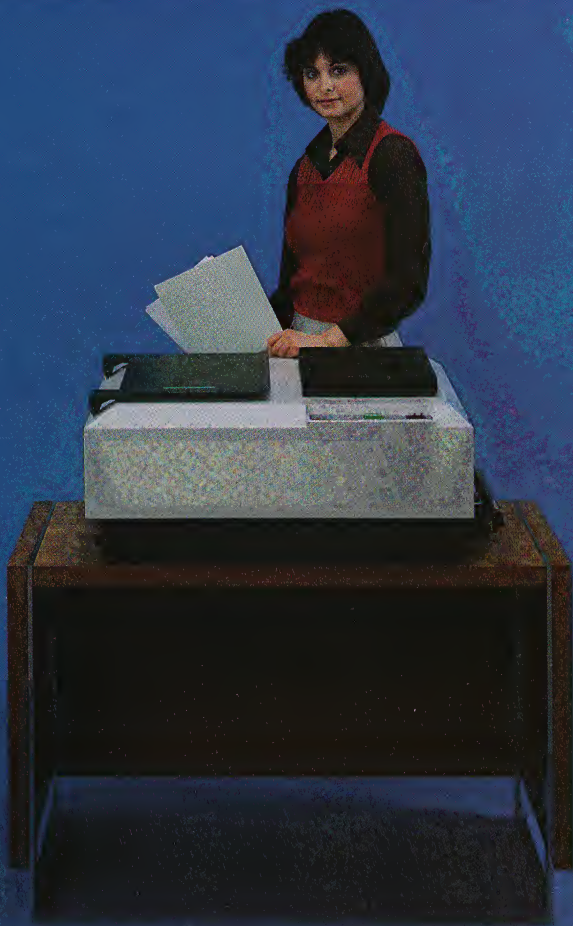
Xerox 2600

If You Copy A Little, You'll Like It A Lot

If you don't spend much time copying, you don't need (and shouldn't pay for) an expensive machine that won't be used enough to justify its cost. You need one designed especially for your kind of copying: a reliable copier, with consistent copy quality . . . compact and easy to use . . . economical, but versatile enough to handle the wide range of copying jobs every office has. In brief, you need the Xerox 2600 copier.

- » Copies arrive at the rate of 12 per minute; the first in just 14 seconds.
- » They're so richly imaged *it may be difficult to distinguish copies from originals*.
- » Accepts a wide range of throughput materials, including colored and preprinted stock, self-adhesive labels, letterhead and transparencies.
- » Originals can range from legal documents to photos and artwork, including carbonless blue forms, light pencil notes, and even bound volumes.
- » Convenient quantity selection, from 1 to 39.
- » Simple design insures easy use *and* reliability.

By combining so much capability with down-to-earth *affordability*, the Xerox 2600 represents real copier value, however you measure it.



2600

3100

(→ fees books)

3100 LDC

books & large stuff

Xerox 2600

If You Copy A Little, You'll Like It A Lot

If you don't spend much time copying, you don't need (and shouldn't pay for) an expensive machine that won't be used enough to justify its cost. You need one designed especially for your kind of copying: a reliable copier, with consistent copy quality . . . compact and easy to use . . . economical, but versatile enough to handle the wide range of copying jobs every office has. In brief, you need the Xerox 2600 copier.

- »Copies arrive at the rate of 12 per minute; the first in just 14 seconds.
- »They're so richly imaged *it may be difficult to distinguish copies from originals.*
- »Accepts a wide range of throughput materials, including colored and preprinted stock, self-adhesive labels, letterhead and transparencies.
- »Originals can range from legal documents to photos and artwork, including carbonless blue forms, light pencil notes, and even bound volumes.
- »Convenient quantity selection, from 1 to 39.
- »Simple design insures easy use *and* reliability.

By combining so much capability with down-to-earth *affordability*, the Xerox 2600 represents real copier value, however you measure it.

Xerox 3100

Goes Almost Anywhere, Copies Almost Anything

Thanks to a convenient mobile stand, the Xerox 3100 copier can go just about anywhere . . . business and professional offices, manufacturing plants, shipping facilities . . . *wherever* the work is. And it can copy just about any conventional-size document, *whatever* it may be.

- » Your first copy arrives in 8 seconds, the rest at a rate of 20 per minute; no warm-up is required.
- » Sharply imaged copies, with every detail clearly defined.
- » Cassette-type paper supply system; accepts stock from 8" x 10" to 8½" x 14"; color stocks, letterhead, mailing labels, and transparencies for overhead projection (250 sheets of 20 lb. bond maximum).
- » Accepts input originals up to 8½" x 14", including ledger sheets, halftone illustrations, bound volumes and three-dimensional objects.
- » Exceptionally easy to use.

Considering essential factors like versatility and dependability, the 3100 gives you a *lot* of performance in one *very* compact device: just roll it in and turn it on!



3100

(→ free books)

Xerox 3100

Goes Almost Anywhere, Copies Almost Anything

Thanks to a convenient mobile stand, the Xerox 3100 copier can go just about anywhere . . . business and professional offices, manufacturing plants, shipping facilities . . . *wherever* the work is. And it can copy just about any conventional-size document, *whatever* it may be.

- » Your first copy arrives in 8 seconds, the rest at a rate of 20 per minute; no warm-up is required.
- » Sharply imaged copies, with every detail clearly defined.
- » Cassette-type paper supply system; accepts stock from 8" x 10" to 8½" x 14"; color stocks, letterhead, mailing labels, and transparencies for overhead projection (250 sheets of 20 lb. bond maximum).
- » Accepts input originals up to 8½" x 14", including ledger sheets, halftone illustrations, bound volumes and three-dimensional objects.
- » Exceptionally easy to use.

Considering essential factors like versatility and dependability, the 3100 gives you a *lot* of performance in one *very* compact device: just roll it in and turn it on!

Xerox 3100 LDC

Giving You The Big Picture, Better Than Ever

Whatever your original documents may be, the Xerox 3100 LDC can probably copy them. Because "LDC" means Large Document Copier, and *that* means same-size copies of any original up to 14" wide and 25" long. *Just about every commonly used document in the business and professional world today!*

- » Copies are delivered at a rate of 20 per minute; the first in just 8 seconds (standard 8½" width).
- » Consistently high copy quality, on a wide range of throughput stock (fed by either of two paper cassettes: a standard 14" x 18" size, or an optional 14" x 25" model).
- » Copies B and C-size drawings . . . computer printouts . . . inventory and payroll records . . . bound volumes and freight bills . . . even complete ad layouts, or two full pages from a tabloid newspaper.
- » Features an Automatic Document Handler for smooth, simple insertion of oversize originals: with the Handler engaged and the standard-size cassette inserted, single originals can be stream-fed to generate up to 17 copies per minute.

As a result, you get a little copier that's *big on value*, all the way around.



Xerox 3100 LDC

Giving You The Big Picture, Better Than Ever

Whatever your original documents may be, the Xerox 3100 LDC can probably copy them. Because "LDC" means Large Document Copier, and *that* means same-size copies of any original up to 14" wide and 25" long. *Just about every commonly used document in the business and professional world today!*

- » Copies are delivered at a rate of 20 per minute; the first in just 8 seconds (standard 8½" width).
- » Consistently high copy quality, on a wide range of throughput stock (fed by either of two paper cassettes: a standard 14" x 18" size, or an optional 14" x 25" model).
- » Copies B and C-size drawings . . . computer printouts . . . inventory and payroll records . . . bound volumes and freight bills . . . even complete ad layouts, or two full pages from a tabloid newspaper.
- » Features an Automatic Document Handler for smooth, simple insertion of oversize originals: with the Handler engaged and the standard-size cassette inserted, single originals can be stream-fed to generate up to 17 copies per minute.

As a result, you get a little copier that's *big on value*, all the way around.

Xerox 3107

So Exceptional, Everyone's Taking It For Granted

The Xerox 3107 copier makes everyone's copying *routine*. Thanks to its innovative reduction feature, you can generate copies just 61.5% of the original size, whenever you need them: B-size drawings and computer printouts can be reproduced in a more easily handled size, and two legal-size documents can be copied side-by-side. Think of the savings in filing space and postage!

- » Your first copy arrives in 8 seconds, the rest at a rate of 20 per minute.
- » Copies are all richly imaged on a wide variety of materials, ranging from color stock and your own letterhead to pressure-sensitive labels, and even transparencies for overhead projection.
- » Interchangeable cassettes enable you to produce copies up to 14" x 18" in size (or 14" x 25", using an optional long cassette).
- » With its flat, edge-mounted platen and Light Original switch, the 3107 easily copies photostats, colored safety-stock checks, real estate photo listings, architectural renderings, lightly pencilled notes, bound volumes and a variety of other items.
- » An automated Document Handler lets you stream-feed originals to boost productivity.

From big copies to small ones, and conventional originals to those hard-to-copy items, the 3107 handles every job. *You can take it for granted.*



Xerox 3107

So Exceptional, Everyone's Taking It For Granted

The Xerox 3107 copier makes everyone's copying *routine*. Thanks to its innovative reduction feature, you can generate copies just 61.5% of the original size, whenever you need them: B-size drawings and computer printouts can be reproduced in a more easily handled size, and two legal-size documents can be copied side-by-side. Think of the savings in filing space and postage!

- » Your first copy arrives in 8 seconds, the rest at a rate of 20 per minute.
- » Copies are all richly imaged on a wide variety of materials, ranging from color stock and your own letterhead to pressure-sensitive labels, and even transparencies for overhead projection.
- » Interchangeable cassettes enable you to produce copies up to 14" x 18" in size (or 14" x 25", using an optional long cassette).
- » With its flat, edge-mounted platen and Light Original switch, the 3107 easily copies photostats, colored safety-stock checks, real estate photo listings, architectural renderings, lightly pencilled notes, bound volumes and a variety of other items.
- » An automated Document Handler lets you stream-feed originals to boost productivity.

From big copies to small ones, and conventional originals to those hard-to-copy items, the 3107 handles every job. *You can take it for granted.*

- » Accepts a variety of throughput stock, including mailing labels, letterhead, colored papers and transparencies.
- » The flat, edge-mounted platen enables you to copy bound volumes, B-size drawings, three dimensional objects . . . *anything* up to 14" x 18" (or 14" x 25", with an optional paper cassette).
- » *Pushbutton reduction*, to shrink oversize originals into convenient-size copies: the 3109 is available with either a 61.5% lens (for originals up to 14" x 18"), or a 71.6% lens (for letter-size copies of 14" x 11" computer printouts).

Either way, you get one of today's most talented copiers—complete with a built-in microcomputer, to diagnose its own performance!



3109

3300

3400

Xerox 3109

Big Talent In A Small Package

Insert any original document into the Xerox 3109 copier and your first copy will be out less than 7 seconds later. If it's a multi-page report, you don't even need to spend time inserting each page precisely: the 3109 has a unique new document feeder that does it for you. Less than 3 seconds after you insert the final page, your duplicate report is completed—*neatly stacked, in proper sequence*. And so is the original report.

- » Delivers 26 copies per minute.
- » High-contrast reproduction, giving you *solid* solids and faithful images of photos (a special contrast switch takes care of any hard-to-copy items).
- » Accepts a variety of throughput stock, including mailing labels, letterhead, colored papers and transparencies.
- » The flat, edge-mounted platen enables you to copy bound volumes, B-size drawings, three dimensional objects . . . *anything* up to 14" x 18" (or 14" x 25", with an optional paper cassette).
- » *Pushbutton reduction*, to shrink oversize originals into convenient-size copies: the 3109 is available with either a 61.5% lens (for originals up to 14" x 18"), or a 71.6% lens (for letter-size copies of 14" x 11" computer printouts).

Either way, you get one of today's most talented copiers—complete with a built-in microcomputer, to diagnose its own performance!

one time. Those simple requirements actually demand a lot from a small copier, but the little Xerox 3300 meets them all completely—and more. That's why you shouldn't settle for anything less.

- » Copies arrive at the rate of 23 per minute, and the first in just 5 seconds!
- » Those copies are richly and clearly imaged, too, with *solid* dark areas and crisp linework; lighter/darker controls take care of any hard-to-copy items.
- » Twin 250-sheet cassettes accommodate a wide range of throughput stock from 8" x 10" to 8½" x 14", including your letterhead, transparencies and mailing labels.
- » Semi-automatic document handler feeds and *restacks* originals from 5" x 8" to 8½" x 14".
- » Digital-touch control panel functions *without* buttons and clears automatically after each job; self-diagnostic circuitry assures quick tune-up and adjustment.

So with our 3300, just because you do less *copying* than some other offices doesn't mean you have to settle for less *copier*.



Xerox 3300

When You Need A Little Copier, Don't Settle For Less

Based on conversations with people all across the country, we've identified the copier capabilities needed *most* by people who (1) use a copier fairly frequently each day, (2) would like a variety of copying jobs done, and (3) don't usually make large numbers of copies at any one time. Those simple requirements actually demand a lot from a small copier, but the little Xerox 3300 meets them all completely—and *more*. That's why *you* shouldn't settle for anything less.

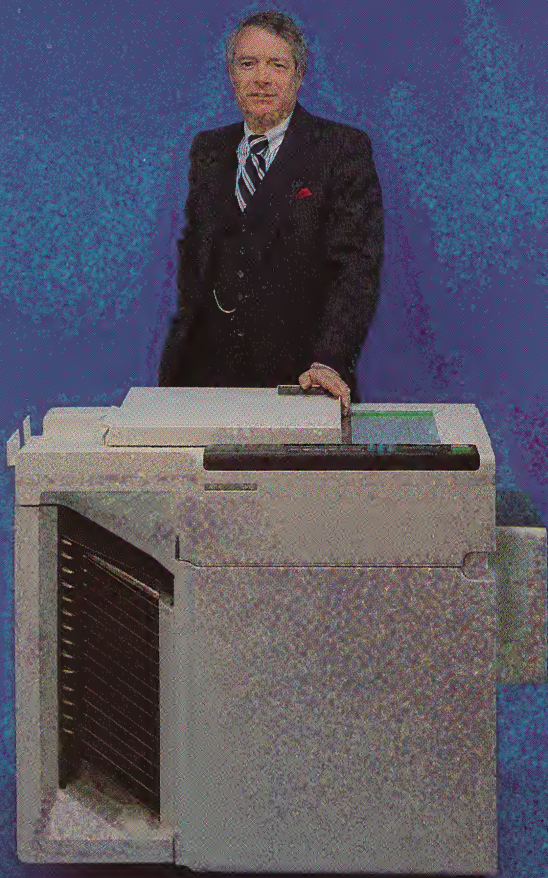
- » Copies arrive at the rate of 23 per minute, and the first in just 5 seconds!
- » Those copies are richly and clearly imaged, too, with *solid* dark areas and crisp linework; lighter/darker controls take care of any hard-to-copy items.
- » Twin 250-sheet cassettes accommodate a wide range of throughput stock from 8" x 10" to 8½" x 14", including your letterhead, transparencies and mailing labels.
- » Semi-automatic document handler feeds and *restacks* originals from 5" x 8" to 8½" x 14".
- » Digital-touch control panel functions *without* buttons and clears automatically after each job; self-diagnostic circuitry assures quick tune-up and adjustment.

So with our 3300, just because you do less *copying* than some other offices doesn't mean you have to settle for less *copier*.

and transparencies.

- » Copies originals up to 8½" x 14", including bound volumes and three-dimensional objects.
- » The automated Document Handler feeds multi-sheet originals from 8" x 10" to 8½" x 14" at a rate of 26 per minute, *positioning them more precisely than most people take time for.*
- » An integral 15-bin sorter assembles collated sets of copies from up to 50 originals.
- » If an interruption occurs, the 3400 "knows" where each copy is, and where to start again.

With a built-in microcomputer to diagnose its own performance, the Xerox 3400 gives you just about everything you need in a compact office copier . . . along with peace-of-mind reliability.



Xerox 3400

A Lot Of Copier For Its Size

The Xerox 3400 makes just about every copying task pushbutton simple. With a touch, you can select up to 99 copies at a time. And make darker copies from light originals, or vice versa. Even select one color or size of paper from the main tray, then another from the auxiliary tray. *That's simplicity.*

- » Your first copy arrives in less than 7 seconds (just over 8, when sorting); the rest at a rate of 26 per minute.
- » "Picture perfect" copy quality, even from pencilled notes and other weak originals.
- » Accepts throughput stock up to legal size; plain, colored or preprinted; even letterhead, mailing labels and transparencies.
- » Copies originals up to 8½" x 14", including bound volumes and three-dimensional objects.
- » The automated Document Handler feeds multi-sheet originals from 8" x 10" to 8½" x 14" at a rate of 26 per minute, *positioning them more precisely than most people take time for.*
- » An integral 15-bin sorter assembles collated sets of copies from up to 50 originals.
- » If an interruption occurs, the 3400 "knows" where each copy is, and where to start again.

With a built-in microcomputer to diagnose its own performance, the Xerox 3400 gives you just about everything you need in a compact office copier . . . along with peace-of-mind reliability.



3450

Xerox Service and Supplies

Xerox 3450

Your One-Stop Copy Shop

You might think you need a whole *copy shop* full of equipment to do the jobs a new Xerox 3450 copier does all by itself. For starters, the 3450 has a *semi-automatic document feeder* that lines up a mixed batch of originals and feeds them so smoothly your copies arrive at a rate of 30 per minute—with the first appearing in less than 6 seconds!

- » Consistently high copy quality; one touch of a button handles weak originals and dark-background items.
- » An Automatic Developer Control previews every original for image clarity and adjusts copy contrast accordingly.
- » Accepts a wide range of throughput stock in either of two paper trays, including letterhead, mailing labels and transparencies.
- » The flat platen accommodates bound volumes and three-dimensional objects; you *can make same-size copies of documents as large as 14" x 18"*.
- » Two pushbutton-controlled reduction ratios—62% and 72%—enable you to “shrink” computer printouts and other large documents down to an easily handled size.
- » A unique Job Interruption Memory allows you to run *part* of a job, break in with another, and then resume the first job again . . . with *no* problem anywhere!

Considering all those advantages, you can understand why we say the 3450 represents a *shop-full* of capability—in one very convenient package.



Xerox Service and Supplies

Xerox Service and Supplies

The Proof Is In The Performance

One of the most significant advantages we offer you is our comprehensive nationwide service program. From a personal standpoint, that means you can count on a select team of fully-trained Xerox Technical Representatives to keep your equipment running at its best . . . people who *know* that equipment, and who are responsible for maintaining the kind of performance you expect and require.

Their support and assistance is a direct reflection of our commitment to *genuine quality and dependability*—in the operation of every Xerox machine you use, for as long as you care to use it.

Behind Every Label

Together, our equipment and supply products reflect another concept—something we call Integrated System Design. By that, we mean our machines and the supplies that go into them are *precisely matched* to insure optimum performance—run after run, day after day.

With each of our *papers*, critical factors like caliper, moisture, opacity, smoothness and squareness are all verified three times: during manufacture, after packaging at the mill, and in our quality assurance laboratories. Xerox *imaging products* are all tested in an identical manner: only by repeatedly checking particle size, chemical balance and electrical characteristics can we be certain our toners, dry inks and developers will provide the image quality you *and* we demand. Our *application and specialty products* (including self-adhesive labels, transparencies and pre-perforated statement paper) are also fabricated to the most demanding standards: you can *depend* on them to help you use your Xerox equipment in a variety of new and productive ways.

Through Integrated System Design, *value* becomes a "built-in factor," not just a pleasant surprise: you *know* it will be there, right behind the Xerox label, where you can depend on it.

XEROX

Xerox Corporation
Xerox Square
Rochester, N.Y. 14644

XEROX®, 660®, 2300, 2600, 3100®, 3107®, 3109, 3300, 3400 and 3450
are trademarks of XEROX CORPORATION.

Printed in U.S.A. 610P12126B